



Substitute for form 1449A/PTO

# INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(use as many sheets as necessary)

Sheet

1

of

2

**Complete if Known**

Application Number	10/767,123
Filing Date	January 29, 2004
First Named Inventor	MARGILOFF, William A.
Group Art Unit	Not yet assigned
Examiner Name	Not yet assigned
Attorney Docket Number	E03.002/U

**U.S. PATENT DOCUMENTS**

Examiner Initials*	Cite No. <sup>1</sup>	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number	Kind Code <sup>2</sup> (if known)			
/M.A./	1	5,644,737		Tuniman et al.	07/01/1997	
/M.A./	2	5,809,252		Shaw et al.	09/15/1998	
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/M.A./	4	5,948,061		Merriman et al.	09/07/1999	
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/M.A./	6	6,157,946		Itakura et al.	12/05/2000	
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/M.A./	10	6,463,468	B1	Buch et al.	10/08/2002	
/M.A./	11	6,490,602	B1	Kraemer	12/03/2002	

**FOREIGN PATENT DOCUMENTS**

Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document			Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	Y <sup>4</sup>
		Office <sup>3</sup>	Number <sup>4</sup>	Kind Code <sup>5</sup> (if known)				

Examiner  
Signature

/Mila Airapetian/

Date  
Considered

07/10/2009

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

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Substitute for form 1449A/PTO			<b>Complete if Known</b>		
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			<b>Group Art Unit</b>	Not yet assigned	
			<b>Examiner Name</b>	Not yet assigned	
<b>Sheet</b>	2	of	2	<b>Attorney Docket Number</b>	E03.002/U

OTHER PRIOR ART - NON PATENT LITERATURE DOCUMENTS				
Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.		†2
/M.A./	1	Sherman, Chris, "Dogpile's Toolbar Fetches More than Search Engine Results", June 25, 2003, SearchEngineWatch.com. Retrieved from Internet: URL: < <a href="http://searchenginewatch.com/searchday/article.php/2226141">http://searchenginewatch.com/searchday/article.php/2226141</a> >, 5pgs.		
/M.A./	2	Edelman, Benjamin, "Documentation of Gator Advertisements and Targeting", Berkman Center for Internet & Society, Harvard Law School, last updated June 7, 2003. Retrieved from Internet: URL: < <a href="http://cyber.law.harvard.edu/people/edelman/ads/gator">http://cyber.law.harvard.edu/people/edelman/ads/gator</a> >, 5pgs.		
/M.A./	3	Google™ AdWords – It's All About Results™. Retrieved from Internet: URL: < <a href="https://adwords.google.com/select/pricing.html">https://adwords.google.com/select/pricing.html</a> >, ©2004 Google, 5pgs.		
/M.A./	4	Löffler, Alexander, "'BonziBUDDY' as an example of an intelligent software agent", University Of Applied Sciences, Zweibrücken, pp 1-4.		

<b>Examiner Signature</b>	/Mila Airapetian/	<b>Date Considered</b>	07/10/2009
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